

## Economy & Employment

Farmville has a very good economic base. The employment to population ratio is 46%. An area's economic base is a very important factor. This encourages an active highway system. A town's economic base is largely dependent on how efficiently the street system handles traffic. Economic growth suffers when an inadequate system causes congestion and delay.

Farmville's largest employers are industrial facilities. The industrial category consists of agriculture, mining, construction, manufacturing, transportation and utilities. The industrial category encompasses over 70% of the employment in Farmville. The Manufacturing division encompasses about 75% of the industrial category. (See Table 2).

TABLE 2 - EMPLOYMENT SUMMARY			
Categories	1976	1991	2020
Industry	2,225	2,470	2,828
Retail	---	294	336
Hwy. Retail	---	171	197
Office	---	98	112
Service	---	470	537
Non-Industry Sub.	1,310	1,033	1,182
Total	3,535	3,503	4,010

## Land Use

The generation of traffic on a particular street is very closely related to the utilization of adjacent land areas. Some types of land uses generate much more traffic than others. For example, a commercial or retail area such as a shopping center would generate or attract much larger volumes of traffic than a residential area. The attraction between different land uses varies with the intensity of the development and the distance between those developed areas. Therefore, it becomes necessary to designate land uses by type for transportation planning. An analysis of the distribution of existing land uses serves as a basis for forecasting future land use needs and the resulting travel patterns. (See Figure 2).

Farmville's Urban Area is 35,650 acres. Sixty-six percent of the urban area is comprised of agricultural purposes. These purposes include cropland, pasture land, and undisturbed forest land. The residential areas make up 22% of the urban area and are mainly in the Town of Farmville. However, there are various subdivisions developing throughout the urban area. Future residential sites are forecasted to develop mainly in the eastern part of the urban area. This forecast was partly based on the Town of Farmville's water and sewage availability and land